

## **ABSTRAK**

### **FAKTOR-FAKTOR YANG BERPENGARUH TERHADAP *GREEN PURCHASE INTENTION* DAN DAMPAKNYA TERHADAP *GREEN PURCHASE BEHAVIOR* PADA *GREEN COSMETIC PRODUCT* DI INDONESIA**

(xiii + 90 halaman + daftar pustaka + lampiran)

Penelitian ini bertujuan untuk meneliti pengaruh positif *green brand image*, *green awareness*, *green advertising*, dan *ecological knowledge* terhadap *green purchase behavior* melalui *green purchase behavior*. Penelitian ini memiliki enam variabel dengan target populasinya yaitu konsumen *green cosmetic product* yang tinggal di kota-kota besar di Indonesia. Kuesioner dalam penelitian ini dibagikan dengan menggunakan kuesioner dengan aplikasi *google form* untuk metode pengumpulan data yang dilakukan kepada 400 responden dan menggunakan metode penarikan sampel yaitu *purposive sampling*. Metode analisis data untuk penelitian ini menggunakan PLS-SEM dengan aplikasi Smart-PLS dan hasil penelitian ini menunjukkan bahwa *green brand image* berpengaruh positif terhadap *green purchase intention*, *green awareness* berpengaruh positif terhadap *green purchase intention*, *green advertising* berpengaruh positif terhadap *green purchase intention*, *ecological knowledge* berpengaruh positif terhadap *green purchase intention*, dan *green purchase intention* berpengaruh positif terhadap *green purchase behavior*.

**Referensi:** 109

**Kata Kunci:** *Green Brand Image, Green Awareness, Green Advertising, Ecological Knowledge, Green Purchase Intention, Green Purchase Behavior, Green Cosmetic Product*

## **ABSTRACT**

### **FACTORS THAT INFLUENCE GREEN PURCHASE INTENTION AND IMPACT ON GREEN PURCHASE PRODUCTS IN GREEN COSMETIC PRODUCTS IN INDONESIA**

*(xiii + 90 pages + bibliography + attachments)*

*This study aims to examine the effect of a positive green brand image, green awareness, green advertising, and ecological knowledge on green buying behavior through green buying behavior. This study has six variables with the target population, namely consumers of green cosmetic products who live in big cities in Indonesia. Questionnaires in this study were distributed using a google form for data collection conducted to 400 respondents and using a sampling method, namely purposive sampling. The data analysis method for this study uses PLS-SEM with the Smart-PLS application and the results of this study indicate that green brand image has a positive effect on green purchase intentions, green awareness has a positive effect on green purchase intentions, green advertising has a positive effect on green purchase intentions, ecology knowledge has a positive effect on green purchase intentions, and green purchase intentions have a positive effect on green buying behavior.*

**Reference:** 109

**Keywords:** *Green Brand Image, Green Awareness, Green Advertising, Ecological Knowledge, Green Purchase Intention, Green Purchase Behavior, Green Cosmetic Product*